

Outsourcing the IT Helpdesk: Moving from a "Just In Time" to "Forward Thinking" Technology Organization

Blackboard Institutional Performance Conference
October 30-31, 2014



**COWLEY
COLLEGE**

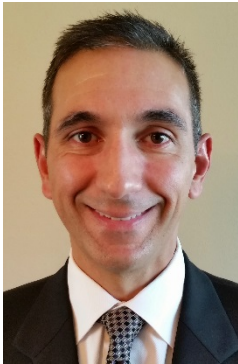
Today's Speakers



Stephani Johns-Hines

Associate Vice President of Online Operations, Cowley College

Stephani has been with Cowley College since 1995. Her professional background includes more than 12 years in the legal field, a wide base of experience in various online instructional platforms, as well as textbook review and development. Stephani obtained her Bachelor of Science in Psychology from Kansas State University, holds a Master's degree in Educational and Instructional Technology from National University and is pursuing her Doctorate in Education in Leadership and Administration.



Eddie Andreo

Director for Online Learning, Cowley College

Eddie has been with Cowley College since 2008. His professional background includes 12 years in education, 10 years of online teaching experience, and 7 years of Instructional Design practice on several LMS platforms including WebCT, ANGEL, Canvas, Moodle and Blackboard. In addition, he is Cowley's Certified Quality Matters Master Reviewer and the Certified Face-to-Face and Online Training Facilitator. He also recently became a Certified Blackboard Administrator. Eddie obtained his Bachelor of Science from Newman University and holds a Master's in Business Administration from Baker University.



Michael Zastudil

Manger, Client Management, Blackboard

Michael has over 14 years experience as a business solutions provider. He has been with Blackboard Student Services for over 4 years supporting complex help desk clients such as Georgetown University, Kent State University and Florida Atlantic University.

Blackboard

Agenda

- Audience Polling
- Cowley College Experience
 - Mission
 - Our Challenges
 - Partnerships and Solutions
 - The bottom line – results
- Blackboard's Help Desk Services
- Q&A

Getting to Know Our Audience

Audience Polling

Do you have one centralized Help Desk operation for your campus technology?

Technology

Academic Departments/Academic Affairs

Student Services/Student Affairs

Enrollment

Institutional Research

Audience Polling

Do you have one centralized Help Desk operation for your campus technology?

Yes

No

Poll Question:

What hours are you currently offering live technical support?

- A: Days (9-5)
- B: Weekdays Days & Weekday Nights
- C: 24/7

Poll Question:

Does your institution have growth goals around online learning and/or non-traditional students?

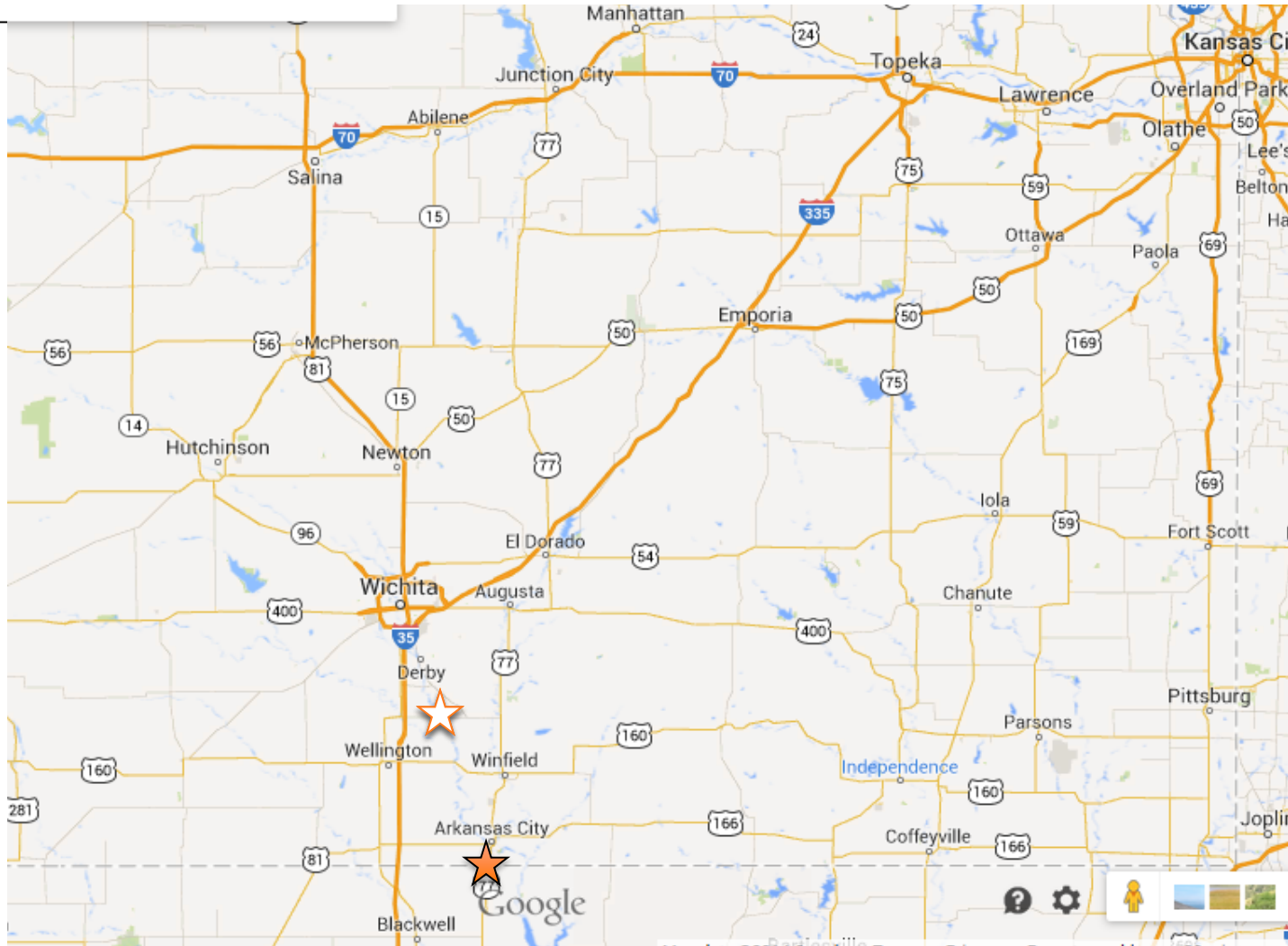
Yes

No

Cowley College

- **Mission**
- **Our Challenges**
- **Partnerships and Solutions**
- **The bottom line – results**

Where is Cowley College?



Cowley College Mission

Cowley College and Area Vocational-Technical School is **committed to learning excellence** and **personal enrichment in an open access environment.**

From a student and instructional support perspective, for us this means:

- We strive to provide accessible curricula in an environment that promotes individual growth and personal enrichment.
- We commit to facilitating academic growth and the development of technical comprehension and efficacy.

Operational Challenges before 24/7/365 Support

- Increasing number of online students across multiple time zones needing after hours/weekend support
- Staff / Resources used to address what should be minor issues = less time to devote to development and training needed, which impacted overall operational efficiency and staff productivity.

Students

- Unresolved tickets
- 100 voicemails per hour
- Long hold time
- Student dissatisfaction
- Back-log of emails

Faculty

- 200+ to 3
- Lack of consistency in response time and content
- Faculty unsure who to contact for what type of issue.
- Faculty very dependent on online/IT

They Proposed...We Accepted!


- Partnership to provide academic technology support
- Blackboard's approach includes:
 - **People:** augment existing staff with well trained, professional advisors
 - Tier 1
 - Tier 2
 - **Technology:** ticketing knowledge base and self service
 - **Data:** metrics to drive decision making
- Partner with Cowley College to deliver world-class service to our students, faculty and staff



As of Jan 3. 2014, Cowley has relied on Blackboard's team of knowledgeable advisors and Help Desk solutions to provide:

- **Live student AND faculty support** of Blackboard Learn available 24/7/365, delivered by highly trained, knowledgeable CSRs'
- **Multi-channel support options** for students including phone, email, chat and web
- **Self-Service technologies** including password resets (new)
- **Student self-help portal** with access to knowledgebase articles highlighting FAQ's
- **Business Intelligence reporting** to deliver timely insight into problem areas and key metrics to enable continuous operational improvements


Custom Self-Help Portal




ONLINE SUPPORT CENTER
RESOURCES FOR STUDENT SUCCESS

My Help Center Create Ticket Sign In


How can we help?



Student and Faculty
Support by Topic
Follow a guide to quickly get the help you need





Reset your Password
First time users to this site, please reset your password here





Faculty - Schedule an Appointment
Faculty: select a time to receive a call from a Blackboard technician

Get support by topic


 Blackboard


 Email

 General

 Campus Connect

Contact us

 1-866-940-0063

 Chat

24/7 Support

Top Help Topics

Cowley College Registration Information

Access Issues: Clear your browser's cookies

Access Issues: Clear your cache

Logging In: I Forgot my Password

Chat: Browsers that Support Chat


C- Mail: Supported Browsers and Other Requirements

'Connection to Server' error

Account Information: Changing Your Gmail Password

Logging In: I Cannot Access My Account

Faculty Scheduling



COWLEY COLLEGE BLACKBOARD AND ANGEL HELP


Please select a time you would like to receive a call from our Blackboard technician who can assist you with your issue or questions.

Click on any time to make a booking.

Time Zone: USA Eastern

[Jump To Date](#)

TUE 10/21/14	WED 10/22/14	THU 10/23/14	FRI 10/24/14	MON 10/27/14
9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM
10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM
10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM
11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM
11:30 AM	11:30 AM	11:30 AM	11:30 AM	11:30 AM
12:00 PM	12:00 PM	12:00 PM	12:00 PM	12:00 PM



COWLEY COLLEGE BLACKBOARD AND ANGEL HELP

BOOKING: Wednesday, October 22, 2014 9:30 AM

•YOUR FULL NAME:

•YOUR EMAIL:

•PLEASE ENTER A DETAILED DESCRIPTION OF YOUR INQUIRY:

•COURSE ID:

•PLEASE ENTER YOUR CONTACT NUMBER THAT IS BEST REACH YOU: -

FNNKW

Type the five letters:

[Confirm Booking](#) [Cancel](#)

Faculty Scheduling

Confirmation:

After booking a meeting Faculty receive a booking confirmation email



Thanks for your booking!

Here are the details for your records...

Booking starts: Thursday, October 30, 2014 4:30 PM (US/Eastern)

Booking ends: Thursday, October 30, 2014 5:00 PM (US/Eastern)

Duration: 30 minutes

Reference: ZHMC-CBQG-YZYW

Your Full Name: Michael Zastudil

Your Email: michael.zastudil@blackboard.com

Please enter a detailed description of your inquiry. I need help with the grade center.

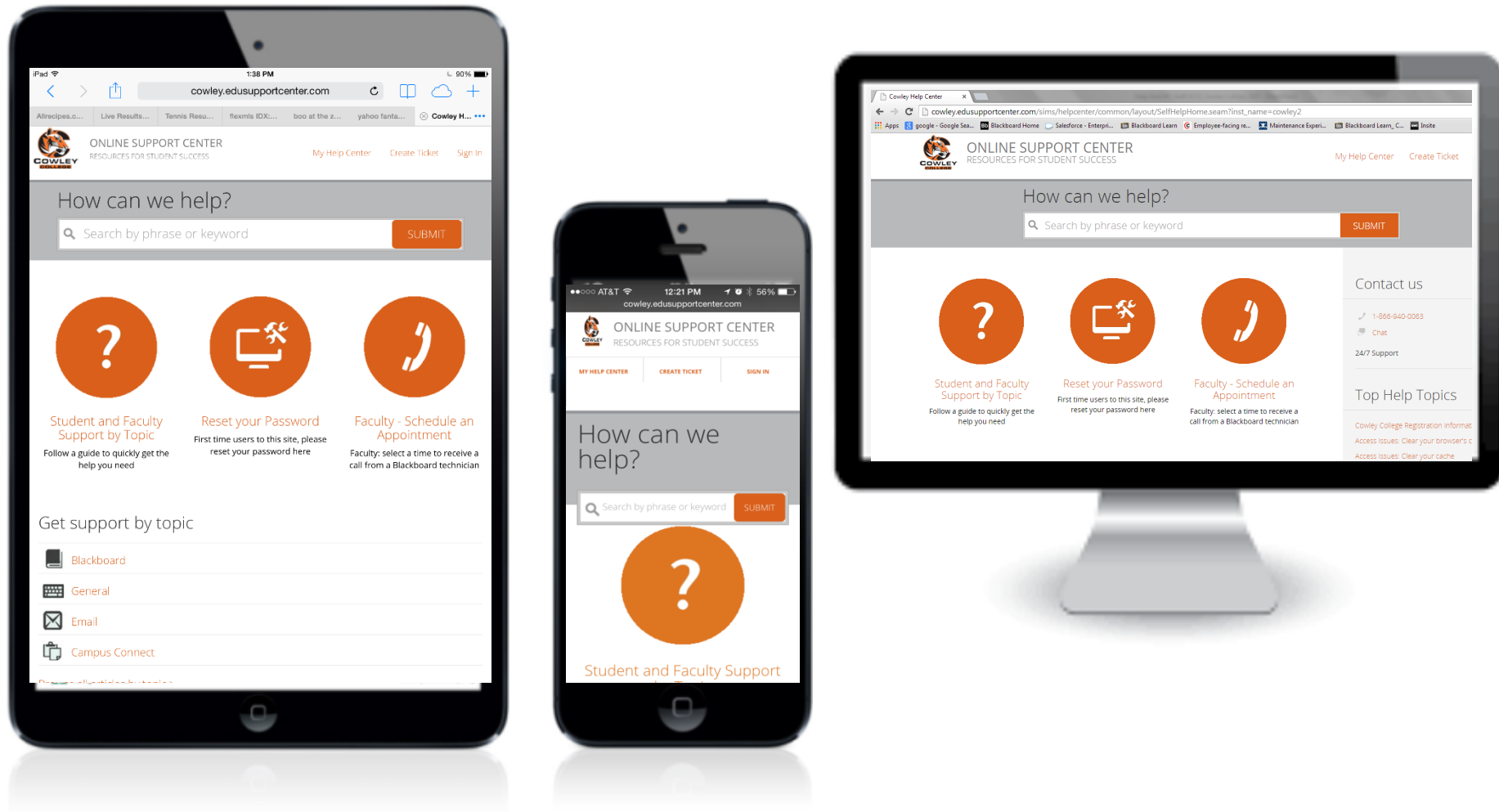
Course ID: HIST 101

Please enter your contact number that is best reach you: +1 (703) 909-1209

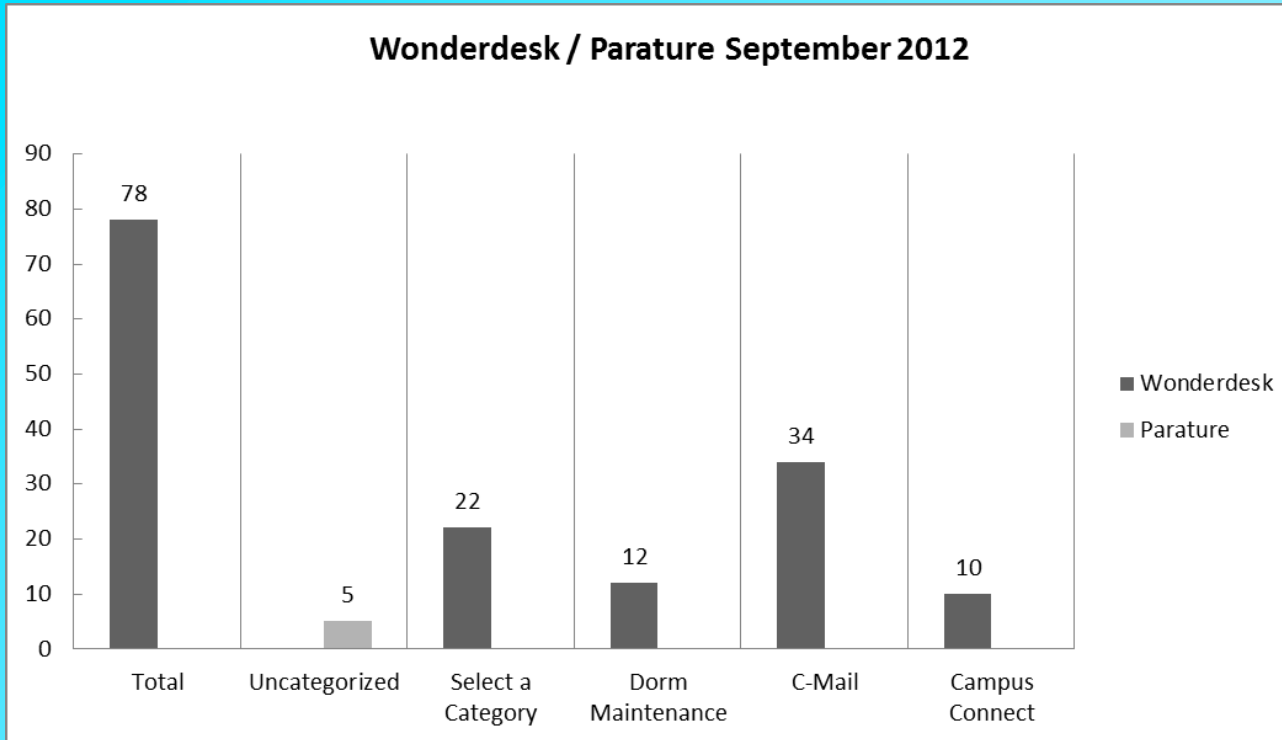
To cancel this booking, click this link:

<https://cowleycollegelmshelp.youcanbook.me/?c=EsvCqJhwwwBGxKYVFqEn>

Responsive Design



Comparison – September 2013



Blackboard – September 2013		
Chat	23 Student	4 Faculty
Phone Calls	82 Student	4 Faculty
Web Ticket	6 Student	
Email	1 Student	
Total	112	8

Blackboard

The Unexpected

In process of LMS selection, decision was made to migrate fully from ANGEL to Blackboard Learn within a single semester

- ✓ Resource allocation (Bb and Cowley)
 - ✓ GUI Admin training, SIS training, Bb staff availability
- ✓ Project Planning 4/22
- ✓ Intensive Team training 4/23
 - ✓ User training (Initiated in May) – ongoing through fall
- ✓ Implementation – May to August 1st
- ✓ Communication Planning – May to August 14th
- ✓ Launch/Start of semester activities – June – Aug 14th

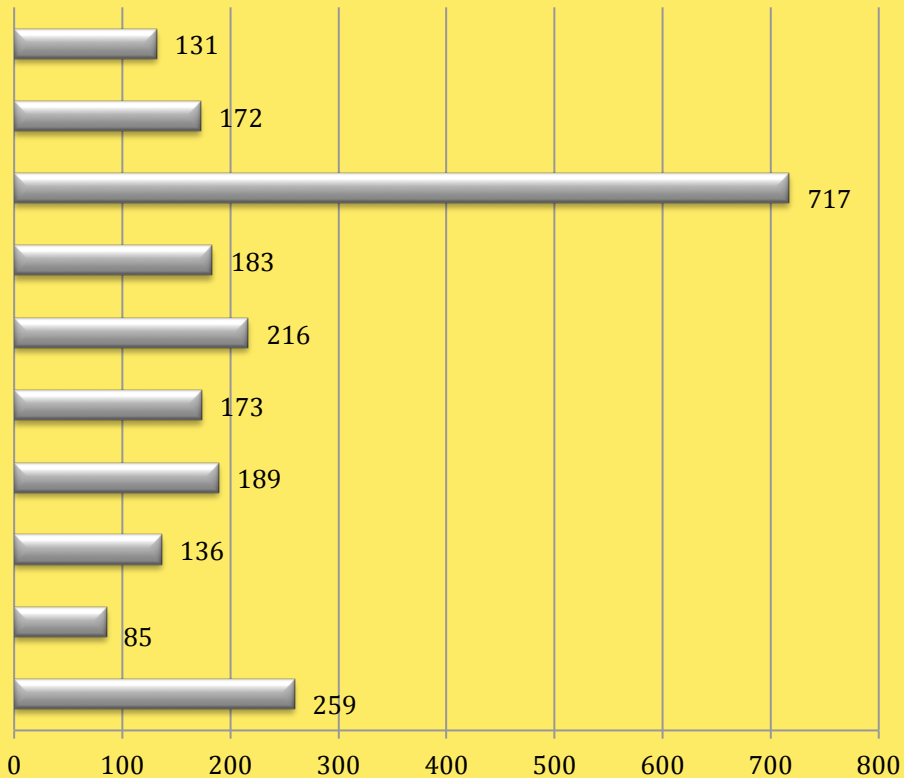
#donttrythisathome

#morenitrous

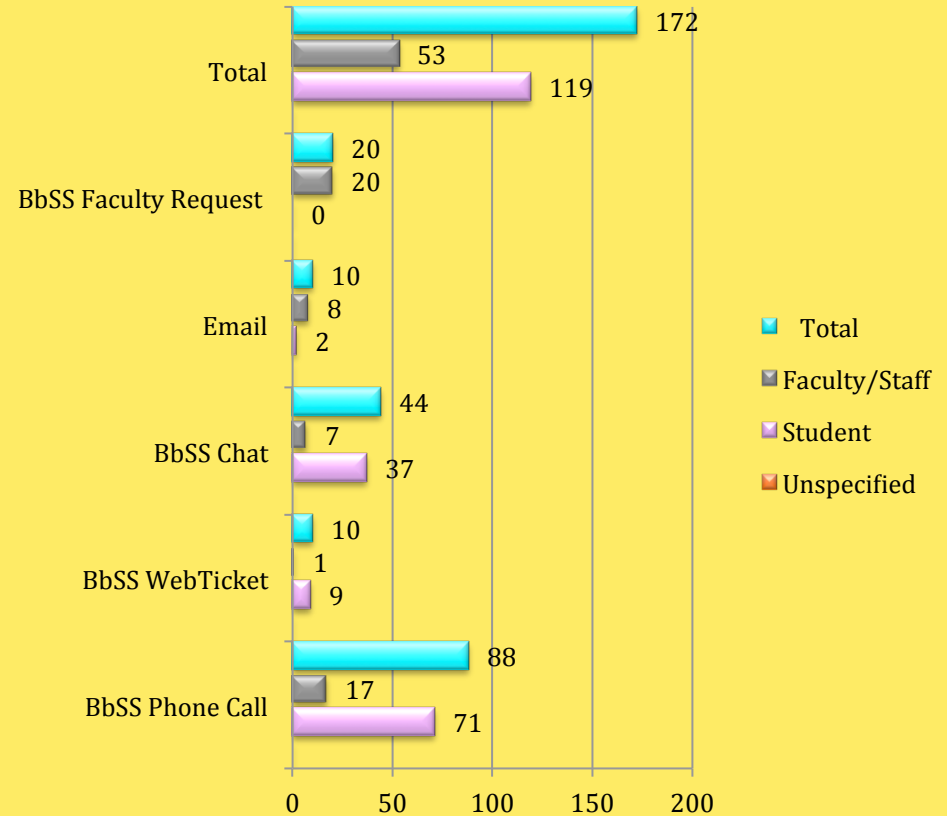
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WHERE WE ARE NOW

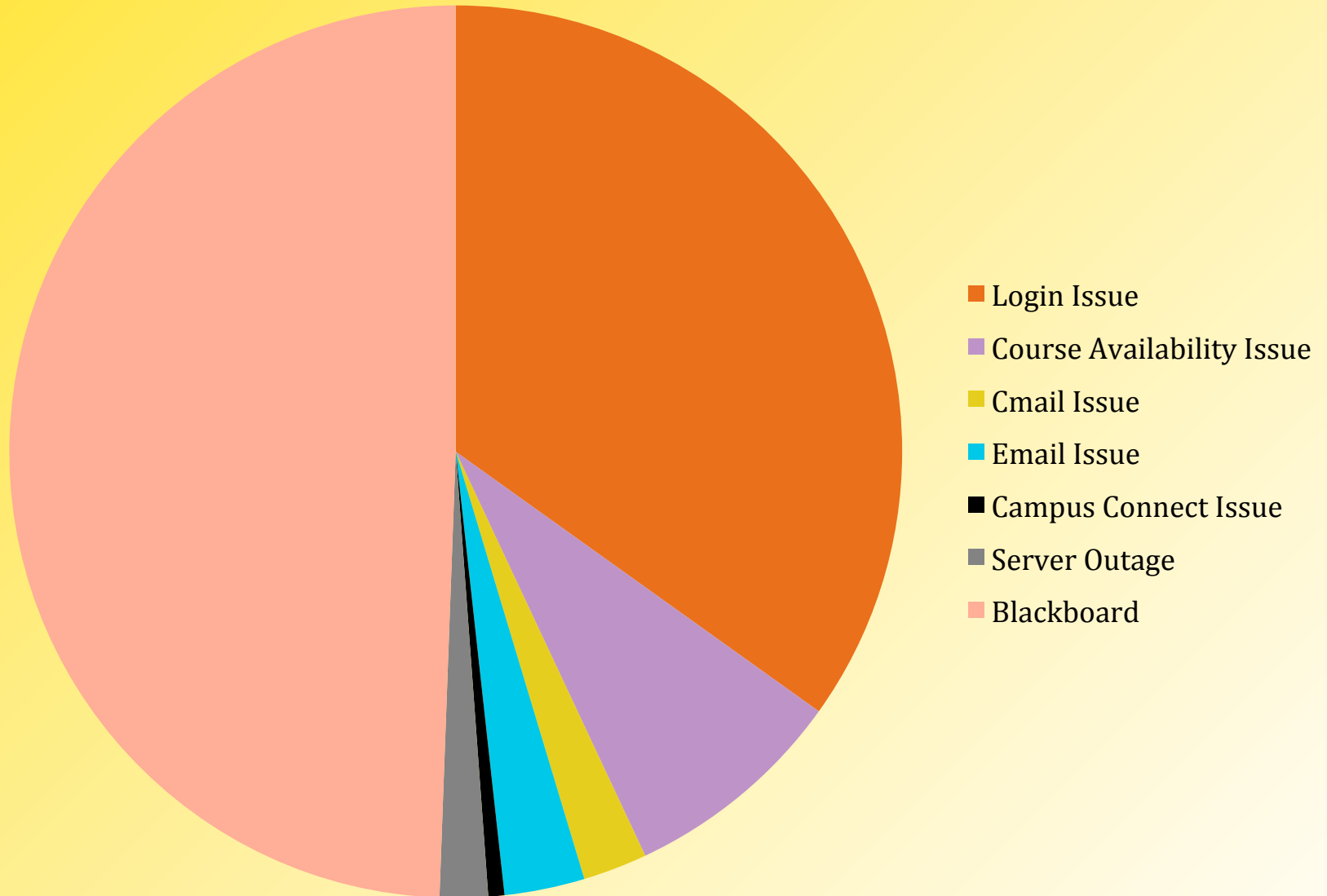
2014 - Monthly Ticket Totals



Sept. 2014 - Tickets



Looking forward



Faculty Feedback

“Awesome and quick support”

-Tonya Bronleewe

“I tell everyone if you have Blackboard problems this is the guy to call”

-Don Roswurm

“You are great! In the few minutes we have talked I have learned more about Blackboard than I did in all the training classes I sat through.”

- Janet Davidson

“Wow! After speaking to you I feel so much more comfortable using the grade center.”

- Richard Vorak

Get a really good pit crew!

MY CREW:

Eddie Andreo – Director for Online Learning,
Julie Rorabaugh – LMS System Administrator
Paula Phelps – Online Learning Coordinator



Jim Worthington – Account Manager
Tom Guckenberger – Sr. Project Portfolio Manager
Matt, Jordan, Kelly, Tim, Kristine, Karla but MOST OF ALL Richard and Josh

Blackboard

Blackboard's Help Desk Services

Help Desk Solutions

Learning Management System Support

- ▶ Faculty & student support
- ▶ Course access/availability
- ▶ Course content
- ▶ Grading
- ▶ Collaboration tools
- ▶ CRM/Ticketing
- ▶ Publishing software

Hardware/Software Support

- ▶ Multiple device support
- ▶ Operating system
- ▶ Media Player
- ▶ Productivity software
- ▶ Plugins
- ▶ ERP/SIS support
- ▶ Common questions

Network/Connectivity Support

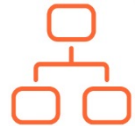
- ▶ Automated password reset
- ▶ Authentication systems
- ▶ WiFi access issues
- ▶ Network support
- ▶ Common questions

Partnership Manager Solution



Enhanced Faculty Support

Faculty will be able to schedule appointments via a web calendar in order to receive real-time assistance. The Partnership Manager will call back the faculty member to ensure their issue was resolved to their satisfaction.



Increase Resolution Rate

Resolves 93-97% of all contacts.



Hardware/Software Remote Support

Advanced troubleshooting remote desktop support and assistance that includes, though not limited to: operating systems, software, multiple devices, and plug-ins.



Reporting and Insight

An enhanced level of insight into end user problems, service levels, customer satisfaction, hardware, and more.



Real-Time Knowledge Management

Proactively reviews knowledgebase content and updates training materials for Tier 1 advisors, faculty, and students.



Partner with IT & Instructional Design Teams

Analyze and report on the student and faculty experience to the onsite teams in order to improve and develop training resources.



Increase Operating Efficiencies

Improve service levels, utilization, and real-time quality assurance monitoring.



Georgetown University



GEORGETOWN UNIVERSITY

- ▶ Enhancing the Georgetown University brand through world class service provision
- ▶ Greatly reduced faculty complaints
- ▶ Streamlined community HD experience
- ▶ Solved operational scaling issues to meet peak demands

SOLUTION: COMPREHENSIVE LMS & IT HELP DESK SUPPORT

Partnered with Blackboard to deploy a comprehensive **LMS and IT Help Desk Support Solution** adding Blackboards technology platform and knowledgeable Blackboard **advisors** to provide support to faculty, staff, and students across the Georgetown campus.

- ▶ 91% faculty satisfaction survey rate
- ▶ Net Promoter score of 64 – exceeds Amazon & Apple
- ▶ 96% Answer Rate
- ▶ 87% Tier 1 First Call Resolution Rate

"I'm a bit "all thumbs" when the technology gets upgraded, so I was very grateful that the young lady who helped me was very patient with me. Good job!! And I'm very happy we all have 24/7 assistance on the tech issues. We needed that years ago, and we finally got it." - Sandra Horvath Peterson, Faculty Member

Q&A

Thank you for joining!

Experience our support site:
Cowley.edusupportcenter.com

Contact Info: johnshiness@cowley.edu